



MADE IN CHINA: ANNECY 2017 SPOTLIGHTS CHINESE ANIMATION

CGGE BRINGS CHINA TO THE WORLD AND THE WORLD TO CHINA

With a global perspective, the visionary Chinese digital media company seeks to connect the Middle Kingdom and the West.

BY RAYMOND D. NEOH

As China's animation, visual effects and digital content industries continue to expand, bridging the communication and information gap between the Middle Kingdom and West has never been more critical. CG Global Entertainment Ltd. (CGGE) is focused on just that mission—building a global ecosystem centered around information research, technology, publishing, education, consulting, content development and investment in order to foster cooperative digital entertainment development around the world, and to nurture, support and connect the next generation of international storytellers.

CGGE was founded by Chinese computer graphics visionary Raymond D. Neoh, who, along with his brother Francis F. Neoh, founded the production house GDC, as well as the IDMT training center in Shenzhen, China. Raymond brings to CGGE a vast working knowledge of China's CG and entertainment industries, as well as relationships with a host of animation creators, executives and financiers who share not only his passion for the medium, but also a strong desire to nurture and support China's ever-growing community of digital content creators.

That passion led Raymond to Dan Sarto and Animation World Network (AWN.com). Friends since the early days of IDMT, Raymond and Dan are now working together to promote China's digital media industry on the world stage, bringing together people, projects and companies from around the globe that share a desire to work hard, tackle challenges and make a difference in an often fractured and always tricky global entertainment business.

CGGE has also aligned with China GIMC (Guangdong Advertising Group Co., Ltd.), the largest advertising company and biggest integrated marketing communications group in China, with annual sales of more than US\$1.5 billion. GIMC provides established marketing channels and advertising resources across all of China.

CGGE'S MISSION

CGGE's global perspective and slate of focused international business initiatives will support China's national policy of building up the digital creative industry as part of the "One Belt, One Road" initiative. The company's



CGGE'S initiatives to build up the digital creative industry support China's "One Belt, One Road" policy.

stated mission is to bring two giant forces together by providing a business and communication conduit for bringing China's digital media industry to the rest of the world, while simultaneously bringing the world of digital media content creators to China.

BUILDING A WORLD-CLASS GLOBAL DIGITAL MEDIA INDUSTRY

- Provide credible, professional and valuable services for our global network of member artists, companies and organizations.
- Provide a useful and easily accessible online community environment that supports the exchange of important, helpful, inspiring, interesting and entertaining information resources.
- Lead by example—invest in people, technology, media infrastructure and creative projects that support Chinese-international cooperation through co-productions, joint ventures and partnerships.
- Constantly innovate through bringing together the world's best creative, technical and management resources into key teams of strategists, advisors, architects, teachers and builders.
- Support extensive educational outreach across platforms, mediums and disciplines to nurture and train future industry leaders.
- Foster continued research and development to push the convergence of technology and creativity to new heights.





CGGE is partnering with Playfun to deploy Family Entertainment Centers (FECs) in shopping malls in China.

IMAGE © CGGE/PLAYFUN

CGGE GLOBAL DIGITAL MEDIA INDUSTRY DIRECTORY



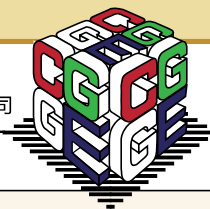
One of the most exciting new CGGE-AWN projects is the Global Digital Media Directory. In the West, something as simple as finding basic contact information for Chinese animation companies is an impossible task—between significant language barriers and no developed communication platforms focused on digital content resources, Western companies are routinely at a loss when trying to determine “what’s what” in China.

CGGE and AWN are teaming up to introduce the Global Digital Media Directory, a comprehensive printed directory supported by a membership-based online system, that provides access to reliable and credible information everyone can use to find collaborators on projects, customers for products and services and resources for co-productions, project financing and distribution within China, and more.

Published in both English and Chinese, the first of four annual directories, focusing on connecting China’s digital content resources to the rest of the world, is slated for release later in 2017. Additional directories will follow: The America Edition (North and South) in 2018, European Edition in 2019, and Pan-Asia Edition in 2020 (covering India, the ASEAN countries, Korea and Japan).

司知文化傳媒(上海)有限公司

CGGE (Shanghai) Cultural Media Co., Ltd.



CGGE BUSINESS PROFILE

Currently, CGGE’s business covers the five following areas:

1. PUBLISHING: NEWS, EDUCATION AND INFORMATION RESOURCES

Working closely with AWN, CGGE will help the industry-leading portal expand into China, through a Chinese-language website and mobile app growth, as well as special print editions of Animation World Magazine at key Chinese and international industry events such as the Annecy Animation Festival, CCC Expo, CICAIE, MIPCOM and SIGGRAPH. In addition, later in 2017, CGGE will publish the first annual Global Digital Media Industry Directory.

2. BUSINESS AND CREATIVE CONSULTING

CGGE and AWN will provide consulting services for companies looking to enter and find success doing business in the largely uncharted and difficult-to-navigate waters of China, as well as Chinese companies looking to find international partners, financing, production or creative services, as well as distribution and promotional support to reach highly competitive and complex global markets.

3. EDUCATION AND TRAINING

Slated to launch later in 2017, CGGE will offer a 6-month previsualization course, in Shenzhen, for students interested in ground-floor opportunities in the fledgling previs / techvis / postvis business in China. The course will be designed and taught by top personnel from major Hollywood visualization studios, who will not only teach but also mentor students through hands-on project-based experiences.

4. FAMILY ENTERTAINMENT

CGGE is teaming with several major Chinese children’s entertainment companies to provide musically centered, real-time interactive animated experiences called Family Entertainment Centers (FEC) in shopping malls across China.

5. CONTENT CREATION

CGGE has invested with U.S. and Chinese partners in the production of *Dreamers*, an animated feature film set for a 2020 global release. *Dreamers* will also serve as a pilot project in the use of exciting new cloud-based production technologies, methodologies and practices designed to pave the way for geographically dispersed creative teams to collaborate in the production of high-quality digital entertainment content.

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